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All news items are from the National Education Association Project on School Dropouts.

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DANIEL SCHREIBER, DIRECTOR
ADAMS 4-4848

PROJECT: SCHOOL DROPOUTS
OVERCOMING FAILURE/AN ACTION PROGRAM/CONSULTATION, CLEARING HOUSE, RESEARCH

NEWS ITEMS AND SPOT ANNOUNCEMENTS FOR BROADCASTERS August 1963

School Dropouts: Each One Reach One Drive

A news item from the NEA Project on School Dropouts

It has been estimated that 300,000 young people will not return to school this year when the summer is ended. The National Education Association has asked teachers and principals to make a special personal effort to persuade potential dropouts to return to school next month. In July, 100,000 letters were mailed to educators proposing a joint action program to salvage dropouts. The letter suggested that each teacher and principal devote some time during July and August and personally reach at least one potential dropout. The Association is using the slogan "Each One Reach One" for its drive.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth St., Washington, D.C. 20036.

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School Dropouts: A Million Dropouts in 1963

A new item from the NEA Project on School Dropouts

Officials of the National Education Association's School Dropout Project predict there'll be close to a million youngsters who'll quit school this year.

LT 0527 For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Assn., 1201 16th St., N.W., Washington, D.C.

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U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Office of Education

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School Dropouts: The President Speaks

A News item from the NEA Project on School Dropouts

At one of his recent news conferences, President Kennedy singled out the nation's serious dropout problem. "We are ... talking about the lives of one million young American boys and girls who will fail to meet their educational requirements ... unless we do something about it ... I am asking all American parents to urge their children to go back to school ... to assist them in every way to stay in school. I am asking school principals, clergymen, trade-union leaders, business leaders, everyone in the country, to concern themselves."

The nation's dropouts are everyone's problem, everyone's concern. You can help!

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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School Dropouts: Summer's Harvest

A news item from the NEA Project on School Dropouts

Summertime -- season for long anticipated vacation trips to the beach, the mountains or other changes of scene -- is also the season for school dropouts.

"Temporary" summer jobs introducing teenagers to their first taste of financial independence, frequently become an irresistible path to continue work, at the expense of education. Even to those who have spent the summer at home or at camp, returning to a stuffy classroom after Labor Day offers little inducement after three months of freedom and fun. Although most children like school, a certain amount of inertia often makes the footsteps drag while climbing the school steps after a summer vacation.

We must reduce the disturbing rate of school dropouts. Make sure your children and the youngsters in your neighborhood go back to school this fall -- and attend classes regularly. Skipping means skipping a child's chance for success in

CONTINUED

today's complex world. A high school diploma is now virtually a pre-requisite to a good job in any field.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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School Dropouts: Guidance is Cheaper

A news item from the NEA Project on School Dropouts

The director of the NEA Research Division, Sam Lambert, says, "A really adequate program of guidance could keep as many as half the present potential dropouts through the twelfth grade ... In the long run it may be cheaper to give these boys and girls the guidance they need than to pay for the problems they will create through idleness."

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School Dropouts: Important Facts

A news item from the NEA Project on School Dropouts

"Recent studies of the dropout problem and the labor market provide some startling facts," says Daniel Schreiber, Director of the NEA Project on School Dropouts. "Dropouts are often grade repeaters: they fail early, most often, in the first, third, and fourth grades," says Mr. Schreiber. "In addition more than one-third of the nation's students drop out of school before completing senior high school. If the current rate continues, 715 million youths will drop out of school during the next decade." Labor market projections show that 10% of the total labor force is engaged in unskilled jobs today whereas only 5% will be neede by the end of this decade.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W. Washington, D.C. 20036

School Dropouts: A Shocking Loss

A news item from the NEA Project on School Dropouts

Dropout studies show about 40 out of every 100 students entering high school drop out before graduation. This shocking loss of human resources creates serious effects: unemployment, juvenile delinquency, illiteracy, welfare costs, and other social and economic ills, unless we invest more money in good schools and encourage all youth to complete their education.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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School Dropouts: Parents Take Note

A news item from the NEA Project on School Dropouts

Most industries, government agencies and business concerns require a high school diploma for jobs. Complicated equipment and challenging technical problems make it essential for new workers to have as much school and skill as possible. Competition for today's jobs is keen. Make sure your children stay in school, study hard and earn their high school diploma so they have a fair chance at a good job tomorrow.

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School Dropouts: A Closing Door

A news item from the NEA Project on School Dropouts

Youngsters who contemplate dropping out of school with the idea they can get jobs to buy new automobiles and fashionable clothes had better forget it -- it takes an education plus additional qualifications to get any kind of job these days -- and to hold it. That's the advice from two authorities: one speaking for the Candian mining industry, and the other for the National Education Association's School Dropout Project.

"Employers," says the secretary of the Mining Association of British Columbia, E.H. Mitchell, "are not prepared to entrust large shovels, rotary drills, quarry masters, crushing or milling machinery to the unskilled or untrained." The miner of tomorrow, he says, must not only have a high school diploma, but trade papers as well.

And says NEA's Daniel Schreiber, "Since industry has to maintain a competitive position, it's reluctant to hire those who do not graduate from high school."

Schreiber cites the employment requirements of Inland Steel, of Chicago, as an example. He says that Inland Steel will not hire anyone -- not even a sweeper -- who does not have a high school diploma.

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School Dropouts: Last Hired, First Fired

A news item from the NEA Project on School Dropouts

Improved business conditions create jobs for skilled workers but not for high school dropouts. The rate of unemployment remains high among this group, says the Bureau of Labor Statistics. They are still the last to be hired, the first to be fired.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W. Washington, D.C. 20036.

School Dropouts: Dropouts Anonymous

A news item from the NEA Project on School Dropouts

The head of the NEA School Dropout Project says that a national dropouts anonymous may be one way to get the thousands of teen-agers who quit school each year to return.

For example, Daniel Schreiber says that in Galveston, Texas, 15 dropouts recently formed a club similar to that of the well-known AA or Alcoholics Anonymous.

Schreiber says that the group met once a week in a club room located in a business building. The group leader, he says, wore a sport shirt and slacks and, until resistence to the club gave way, did all the chores such as cleaning up afterwards, obtaining financial help, appointments, and jobs. All members, without exception, he says, came from a background of seriously disturbed family relationships. And to help these youngsters, he says, certain members of the group who were former dropouts offered prompt help to the individual whose difficulties seemed insurmountable.

The results were outstanding. Say Schreiber, seven dropouts returned to school, five are in vocational training, one is unemployed and two are in unskilled jobs.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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School Dropouts: Community Action

A news item from the NEA Project on School Dropouts

A concentrated effort of community action will have to happen in every major city in the country to stem the 7 million 500 thousand school dropouts expected in the next decade. This is the opinion of the director of the National Education Association's Project on School Dropouts, Daniel Schreiber.

Mr. Schreiber cites, for example, a community project in a Cleveland, Ohio, junior high school where special counselors and psychologists are meeting the needs of the "culturally limited." Adult classes, she says, were held and in one, 60 parents were taught to read and write.

"By raising the level of the parents," says Mr. Schreiber, "the effect upon the children's learning was noted almost at once." He believes that if schools meet the social and emotional needs of the culturally limited, that is the children with wide variances of background and abilities -- dropouts will diminish.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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School Dropouts: A Dropout is a Dropout is a Dropout

A news item from the NEA Project on School Dropouts

Among other things, the dropout is a student who quits school because of economic, environmental or social problems. But the latest definition by the NEA Project on School Dropouts and the U.S. Office of Education is even more inclusive. They define a dropout as a pupil who leaves school, for any reason except death, before graduation or completion of a program of studies. Those who transfer to another school are not included.

This new definition is being adopted to make it easier to compare date compiled by the states and individual school systems on the dropout problem.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on

School Dropouts: Fewer and Smarter

A news item from the NEA Project on School Dropouts

Although there are more girls than boys enrolled in public schools, fewer girls drop out before graduation. And the girls who quit get better grades, on the average, than the boys who quit.

An expert on school dropouts, Daniel Schreiber of the National Education Association, says that the girls need just as much counseling attention to stay in schools as the boys ... but they're not getting it.

While most of them leave school for the same reasons the boys do -- lack of interest in their studies, dislike of a teacher, repeated failure -- fully 25 percent of the girls quit school to get married, says Schreiber. Any many of these marriages are unsuccessful.

How can the schools help?

Here's what Schreiber, now working on a special NEA project to fight dropouts, suggests:

* A compulsory 30-day family living course for girls.
* More emphasis on training girls for jobs that are actually needed -- such as waitress, nurse, key punch, stenotyping, and secretarial skills.
* More effort, when the student is young, to explain to both her and her parents the importance of completing high school.

For additional information regarding how you can help your community and your schools prevent school dropouts, co tact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036

School Dropouts: One Million High School Dropouts

A news item from the NEA Project on School Dropouts

Nearly one million boys and girls 16 and 17 years of age who should be in high school are not. They have left their books behind them, and hang out in gangs around street corners or work casually from time to time at low paid jobs. Few are equipped to earn a decent living. Many are familiar figures at the juvenile court. These are the high school dropouts.

Furthermore, there will be more of them as time goes on, says Daniel Schreiber, director of the Project on School Dropouts of the National Education Association. The reason is simple -- the big bulge in school-age population is now moving from the elementary schools into the high schools. There were 8.4 million youngsters in the 14 to 17-year old group in 1950; by 1970, there will be almost double that number -- 15.9.

Schools must do more to keep these youngsters in class and train them for useful lives, he says, but it's going to be expensive. It will mean smaller classes in elementary schools, more remedial reading instruction, special classes and special schools at the high school level. It will mean more and better counseling, broader and more adequate programs of study and specially trained teachers.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

School Dropouts: They Won't Be Going Back

A news item from the NEA Project on School Dropouts

A large proportion of our youngsters are NOT going back to school.

They are the "dropouts" -- those boys and girls who leave school before completing their high school education. A national program to reduce their numbers, the Project on School Dropouts, is under the sponsorship of the National Education Association.

According to Dr. William G. Carr, head of NEA, about one-third of our young people drop out of school before high school graduation. If the situation is permitted to continue through the next decade, he says, the actual number of dropouts will rise to an alarming total of 7½ million.

The reasons why young people drop out are varied and may have little or nothing to do with schools. However, says Dr. Carr, the schools "are involved from the earliest years on. We need to identify, and to correct, whatever errors of omission or commission the schools may be making as their contribution to this problem."

For Additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W. Washington, D.C. 20036.

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School Dropouts: Unemployment High for Dropouts

A news item from the NEA Project on School Dropouts

Unemployment cannot be blamed on lack of jobs, because most industries and businesses have openings for educated and skilled employees. Boys and girls who drop out of school before graduation won't be equipped for these good jobs. Adults who left school are also finding it increasingly hard to get and keep good jobs. Those who missed the boat should go back to school for adult education classes for the fundamentals and training they need. It's never too late to learn more -- and to earn more. (For additional information on how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Assn., 1201 16th St., N.W. Washington, D.C.)

School Dropouts: Big-City Schools Tackle the Dropout Problem

A news item from the NEA Project on School Dropouts

The country has a serious problem, but in the big-cities it's a disastrous one. It's the problem of the school dropouts, most of whom -- say the experts -- are disadvantaged children from big-city slum areas. These are the youngsters whose parents, more often than not, are uneducated; whose environment in the slums is so harsh that learning has no priority. These are the youngsters who seldom see a newspaper or magazine in their homes. They've rarely been to an art gallery, and almost never hear good music. They don't know anyone personally who has pulled himself out of the slums into success.

This year, an estimated million youths will drop out, and by 1970 the figure may reach 7½ million. And, once out of school, the dropouts are the last to be hired. When they are hired, they're the first to be fired.

Many employers, say NEA experts, take the attitude that a youngster without the willingness to stick in school until he has a diploma may be a "quitter" on the job, too.

But educators in the big-city schools are trying to change this. At the same time, they are trying to upgrade the quality of education offered all children, using in some cases the newer educational ideas, such as team teaching, educational TV, and teaching machines. They're aware of the problems and with the aid of community resources are moving to solve them.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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SCHOOL DROPOUTS: Two Strikes

A news item from the NEA Project on School Dropouts

There are at least two strikes against the potential school dropout: his reading ability and his parents.

Bernard Kaplan, who's the assistant director of the NEA's dropout project, says studies indicate that lack of reading ability may be the primary cause of school dropouts. However, he says that although their academic performance is weak, at least 50 percent of the dropouts -- and as many as 80 percent in some localities -- have average or above average intellects. Kaplan also found that parents of teenagers who drop out of school often had done the same thing themselves.

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School Dropouts: 4 Out of 10

A news item from the NEA Project on School Dropouts

President Kennedy, in his State of the Union message to the Congress early this year, said: "The future of any country, which is dependent on the will and wisdom of its citizens, is damaged, and irreparably damaged, whenever any of its children is not educated to the fullest extent of his capacity, from grade school through graduate school. Today, an estimated four out of 10 students in the fifth grade will not even finish high school -- and that is a waste we cannot afford."

Make sure your children stay in school until they graduate. Education pays.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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School Dropouts: Guidance Can Help

A news item from the NEA Project on School Dropouts

"The need is greater now than ever before for placing a fully qualified guidance counselor in every high school," says Miss Ellen Lyles, state guidance supervisor, South Carolina.

Speaking in support of the current campaign to encourage youth to complete a high school education, Miss Lyles continued, "A more comprehensive guidance program is a part of the solution to the dropout problem. Each boy and girl needs to have someone in the school who can give him personal time and assistance."

The state guidance supervisor said that the state staff will devote a major part of its time to improving and expanding training programs for teachers, counselors and administrators in helping them develop better understanding of individuals.

Miss Lyles also noted that greater emphasis will be placed on keeping good student records.

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###

Stay in School

A news item from the NEA Project on School Dropouts

Machines are doing the work that unskilled beginners used to do. Factory work requires both school and skills these days. Stay in school and graduate.

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Stay in School

A news item from the NEA Project on School Dropouts

Staying in school till graduation opens a new horizon for job opportunity. Automation and modern machinery mean fewer jobs for unskilled people. Farms, factories, and shops are now so complicated that they increasingly require workers with at least a high school diploma. America needs educated citizens to fill the exciting, challenges of the space era. What you learn determines what you earn. Stay in school and graduate.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

###

Stay in School

A news item from the NEA Project on School Dropouts

Automation means fewer jobs for the unskilled and unschooled. Education is the key to a fuller life and a higher income. Don't be lured from school by a job, diplomas are needed for the good ones. Stay in school and graduate.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

###

Stay in School

A news item from the NEA Project on School Dropouts

High school graduates got something worth approximately $200,000 last June, their high school diplomas. In terms of lifetime earnings the high school graduate will make about $50,000 more than the individual with 8 years or less of education. This makes sense -- it means better and steadier jobs -- to stay in school until you graduate.

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###

Stay in School

A news item from the NEA Project on School Dropouts

$30 to $40 seems like a big pile of money to a high school student and many young people can't resist the attraction of a job rather than sticking with school.

$30 to $40 a week might look good if you could spend it all on clothes, records and entertainment, but not if it goes to buy food, pay rent, pay light bills, heat bills, utility bills. Most kids who quit to take a job find they never get much above the $30-$40 a week salary and you can't buy a house, furniture, and support your family very well on that. A high school diploma increases your earnings in later life. Don't be fooled by the lure of a job till you finish school. You've got the rest of your life to work.

For additional information regarding how you can help your community and your schools prevent school dropouts, contact (your local committee) or the Project on School Dropouts, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.

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